

Questionnaire

Project Name: EU Investor Perception Survey

This survey is being conducted on behalf of the European Union business community in South Africa, with the support of the European Commission. As a prominent stakeholder in your field, your views and opinions are important in order to gauge the overall perception of South Africa as a country to potentially invest in. This survey should take about 5 **10 minutes** to complete depending on your answers. All information provided will only be used in aggregate form for research and statistical purposes.

Screening questions:

1. Does your company do business internationally with 1 or more countries OR does your company plan on doing business internationally (outside of the EU) in the next 5 years?

If yes, proceed

If no, terminate

2. As a director, head of department or manager, do you have decision making power and/or are you an influencer in your company when it comes to doing international business?

If yes, proceed

If no, terminate

Company Demographics

3. In which country is the company or department that you manage located?

Europe Union	
Austria	
Belgium	
Bulgaria	
Croatia	
Cyprus	
Czech Republic	
Denmark	
Estonia	
Finland	
France	
Germany	
Greece	
Hungary	
Ireland	
Italy	
Latvia	
Lithuania	
Luxembourg	
Malta	
Netherlands	
Poland	
Portugal	
Romania	

Slovakia	
Slovenia	
Spain	
Sweden	

4A How many permanent employees does your company currently have (all countries and operations)?

1	1-10	
2	11 - 50	
3	51 - 100	
4	101 - 250	
5	251 - 500	
6	501 - 750	
7	751-1,000	
8	more than 1,000	

5. Which of the following activities would you consider your company to be most active in?

1	Agriculture, hunting, forestry and fishing	
2	Mining and quarrying	
3	Manufacturing/assembly	
4	Automotive (incl. OEMs, Tier 1 and 2 suppliers, after sales market services)	
5	Electricity, gas and water supply	
6	Renewables energies (development, generation, retail)	
7	Construction	
8	Wholesale and retail trade; personal and household goods	
9	Tourism	
10	Transport and logistics	
11	IT and telecommunications	
12	Financial services and insurance	
13	Real estate	
14	Business Services	
15	Community, social and personal services	
16	Other [free text box]	

South African exposure

6. Has your company ever conducted or considered doing business in South Africa?

5	Yes, we are currently conducting business in South Africa, but plan to retract / leave		CONTINUE
6	Yes, we are currently conducting business in South Africa, but plan to continue		CONTINUE

2	Yes, we used to conduct business in South Africa, but no longer do		CONTINUE
3	No, we are not conducting business in South Africa, but we will consider doing business in South Africa		SKIPTO Q8
4	No, we are not conducting business in South Africa and we will not consider doing business in South Africa		SKIPTO Q8

7. Which, if any, of the following activities has your company been involved in within South Africa?

1	Establishment of a sales office	
2	Establishment of a regional headquarters	
3	Establishment of a regional shared service centre (e.g. for accounting, IT, etc.)	
4	Investment in a manufacturing or assembly facility	
5	Investment in a research facility	
14	Investment in a distribution facility	
15	Exporting goods or services to South Africa	
6	Importing goods or services from South Africa	

INVESTMENT CLIMATE

9. Taking into account all the information you have heard or come across about the following countries, how favourable would you say the business climate is using a scale where 1 is Extremely unfavourable, 2 – Unfavourable, 3 - Neither favourable nor unfavourable, 4 – Favourable and 5 is Extremely favourable?

Favourability	Extremely Unfavourable	Unfavourable	Neither favourable nor unfavourable	Favourable	Extremely Favourable	Don't Know
Malaysia	1	2	3	4	5	99
Brazil	1	2	3	4	5	99
China	1	2	3	4	5	99
Indonesia	1	2	3	4	5	99
Russia	1	2	3	4	5	99
South Africa	1	2	3	4	5	99
Mauritius	1	2	3	4	5	99
Nigeria	1	2	3	4	5	99
Vietnam	1	2	3	4	5	99
Thailand	1	2	3	4	5	99

10. Based on what you know or have heard of about South Africa, please indicate how strongly you agree with each of the statements using a scale of 1 to 5, where 1 – Strongly disagree, 2 – Disagree, 3 – Neither agree nor disagree, 4 – Agree, and 5 – Strongly agree. [Programmer note: Randomise options](#)

Statement	Strongly disagree	Disagree	Neither	Agree	Strongly Agree	Don't know
South Africa is a politically stable country	-1	-2	-3	-4	-5	-99
South Africa has an efficient government	-1	-2	-3	-4	-5	-99
South Africa has low levels of corruption	-1	-2	-3	-4	-5	-99
South Africa has a sound legal system	-1	-2	-3	-4	-5	-99
South Africa has a stable financial system						
South Africa has a growing economy	-1	-2	-3	-4	-5	-99
South Africa has a large market	-1	-2	-3	-4	-5	-99
South Africa has an attractive exchange rate	-1	-2	-3	-4	-5	-99
South Africa is technologically advanced	-1	-2	-3	-4	-5	-99
South Africa produces high quality products	-1	-2	-3	-4	-5	-99
South Africa has an abundance of raw materials	-1	-2	-3	-4	-5	-99
South Africa has a reliable energy supply	-1	-2	-3	-4	-5	-99
South Africa has good infrastructure such as roads, railways and telecoms	-1	-2	-3	-4	-5	-99
South Africa has cheap labour	-1	-2	-3	-4	-5	-99
South Africa offers suitably qualified labour	-1	-2	-3	-4	-5	-99
South Africa has business-friendly labour policies	-1	-2	-3	-4	-5	-99
South Africa enforces good environmental policies	-1	-2	-3	-4	-5	-99
South Africa is a safe place to do business	-1	-2	-3	-4	-5	-99

Close and end